



Our City. Our Plan. Our Future.

Ambassadors & Strategic Advisors' Meeting

February 12, 2020

# Meeting Agenda

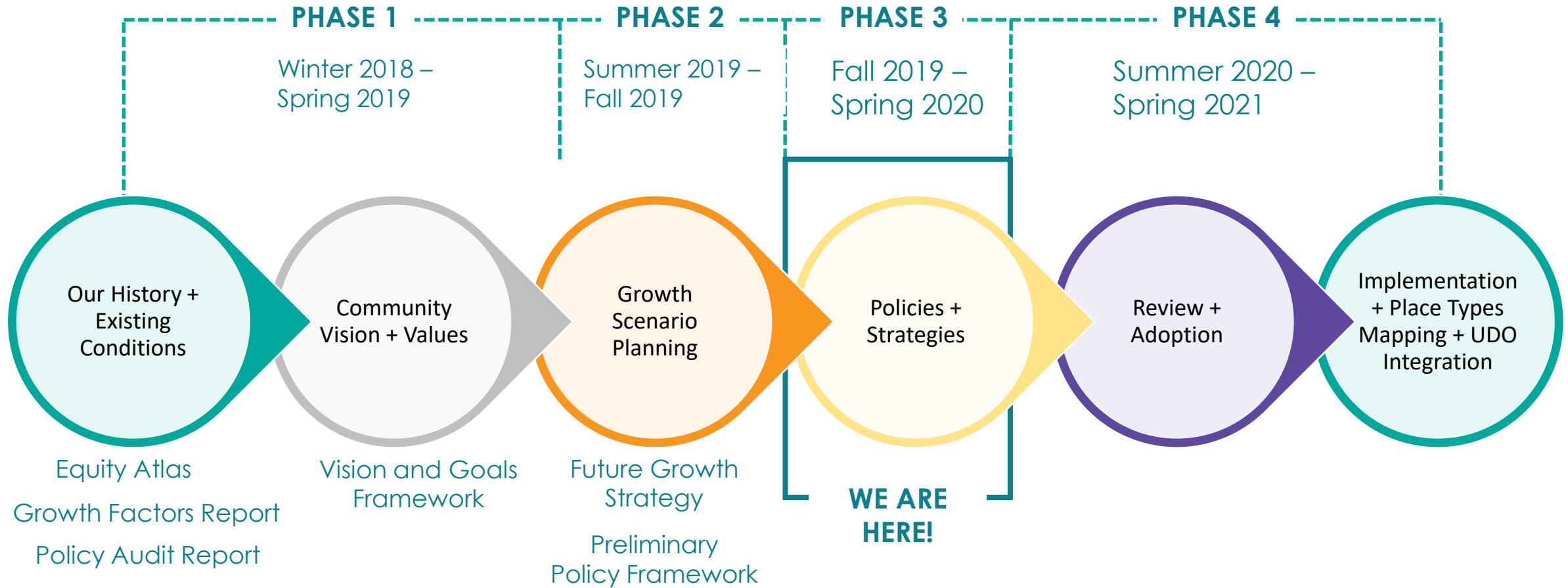
## AMBASSADORS & STRATEGIC ADVISORS' MEETING

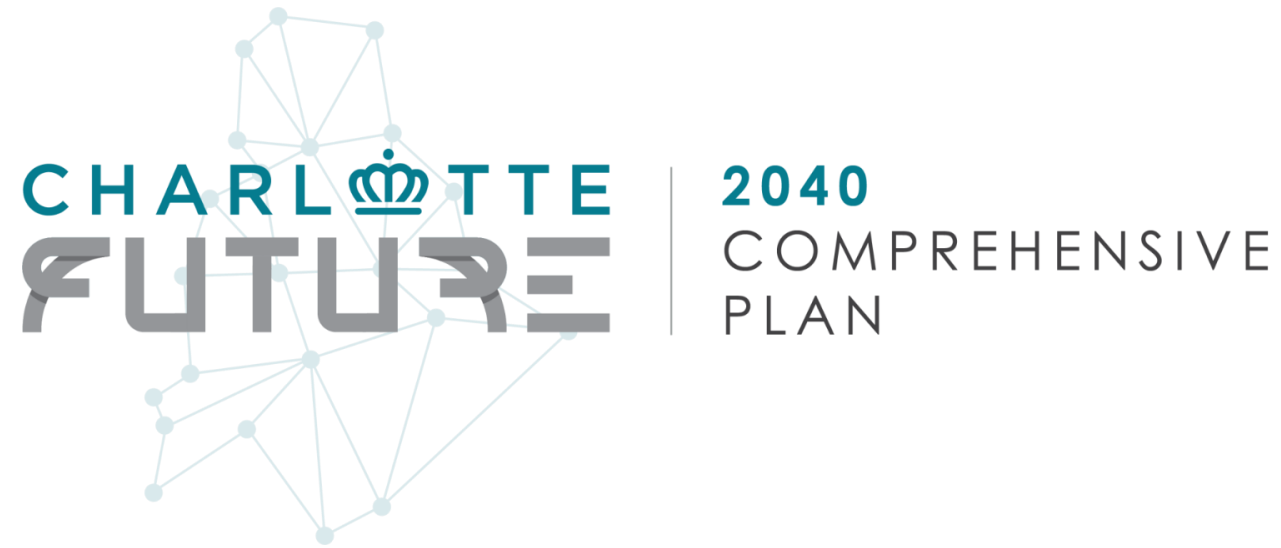
February 12, 2020 | East Stonewall A.M.E. Zion Church

6:00 - 6:10	Welcome & Introductions	Kathy Cornett
6:10 - 6:15	Opening Remarks	Taiwo Jaiyeoba
6:15 - 6:30	Process to Date and Path Forward Community Vision & Values, Goals & Framework Policies Place Types Introduction and Overview	Alysia Osborne
6:30 - 7:30	Small Group Discussions	
7:30 - 7:50	Group Reports	
7:50 - 8:00	Q & A   Next Steps	

 [www.CharlotteFuture.com/2040](http://www.CharlotteFuture.com/2040)

# Project to Date





# How Plans Work

1. POLICY	2. REGULATION
Vision for future	Tool to implement vision
Robust Community Participation	Significant Staff Administration
Example: Area/Community Plans, Corridor Studies	Example: Zoning , Subdivision, Tree Ordinances
Guidance	Law

## AREA PLANNING

**South End Transit  
Station Area Plan  
2005**



**University City Transit  
Station Area Plan  
2015**



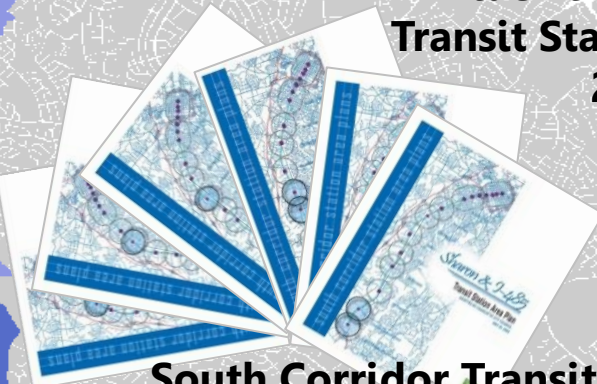
**South End Vision Plan  
2018**



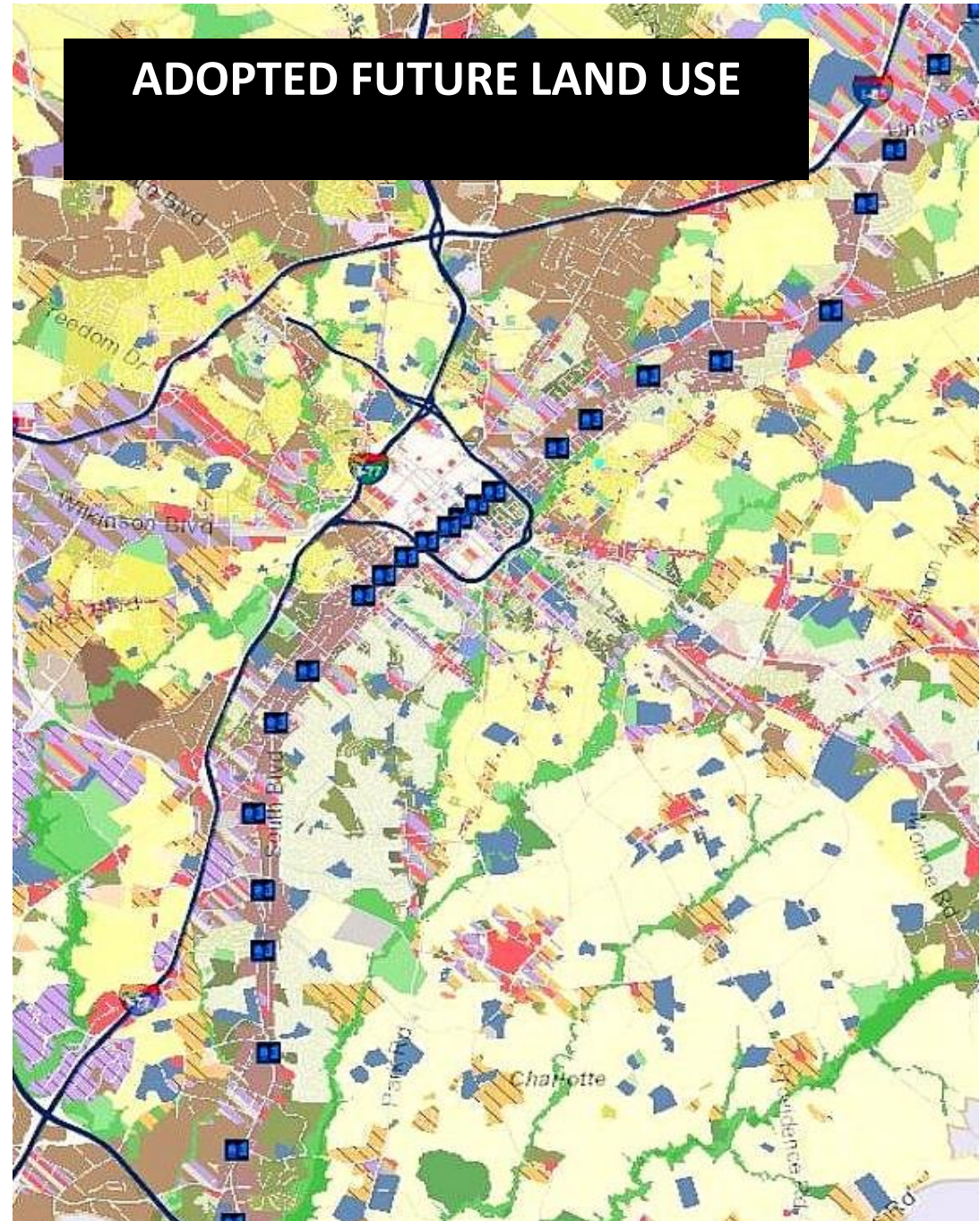
**Blue Line Extension  
Transit Station Area Plan  
2013**



**South Corridor Transit  
Station Area Plans  
2008**



## ADOPTED FUTURE LAND USE



# Charlotte Fast Facts

47% Tree Canopy

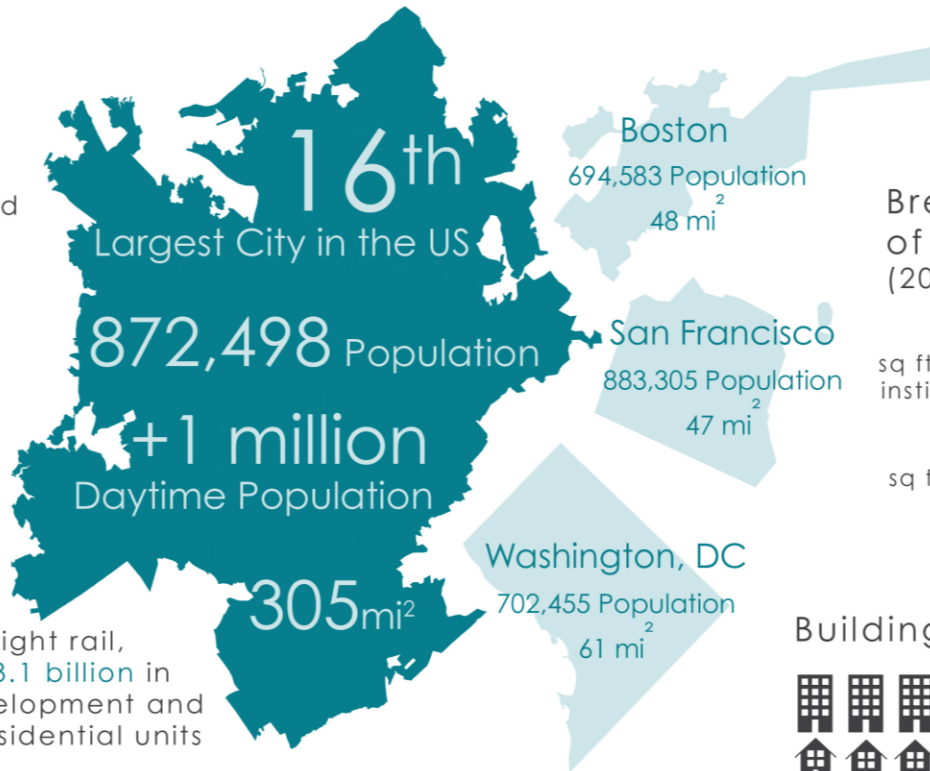
840 Miles of Creek and Streams

2,250 Miles of Sidewalk

2,450 Miles of Streets

19 Miles of Light rail, driving \$3.1 billion in new development and 13,000 residential units

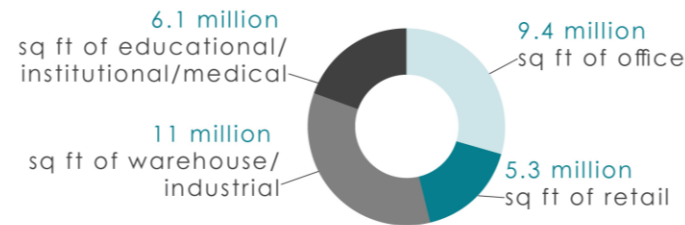
10 Miles of streetcar at completion, driving \$400 million in investment along the corridor



Breakdown of 56,802 New Residential Units (2010-2018)



Breakdown of 32 million sq ft of New Non-Residential Buildings (2010-2018)



Building Permits (2016 - July 2018)



With a Strong Economy and Workforce

688,000 Jobs in Mecklenburg County (31% employment growth since 2010)

492,000 Labor Force and unemployment rate of 3.8%

322,000 Employees commute to Charlotte everyday

6<sup>th</sup> Busiest airport in terms of operations, 10<sup>th</sup> in passenger travel

128 Freight train trips in Charlotte Region daily

38,000 Transportation and Warehouse employees in Mecklenburg County

#1 Place to live and work for tech professionals, according to CompTIA's 2018 Tech Town Index

We are Diverse, and Well Educated

58.1% People of Color

45.0% Bachelor's Degree or Higher

34.4 Median Age

17.1% Foreign Born

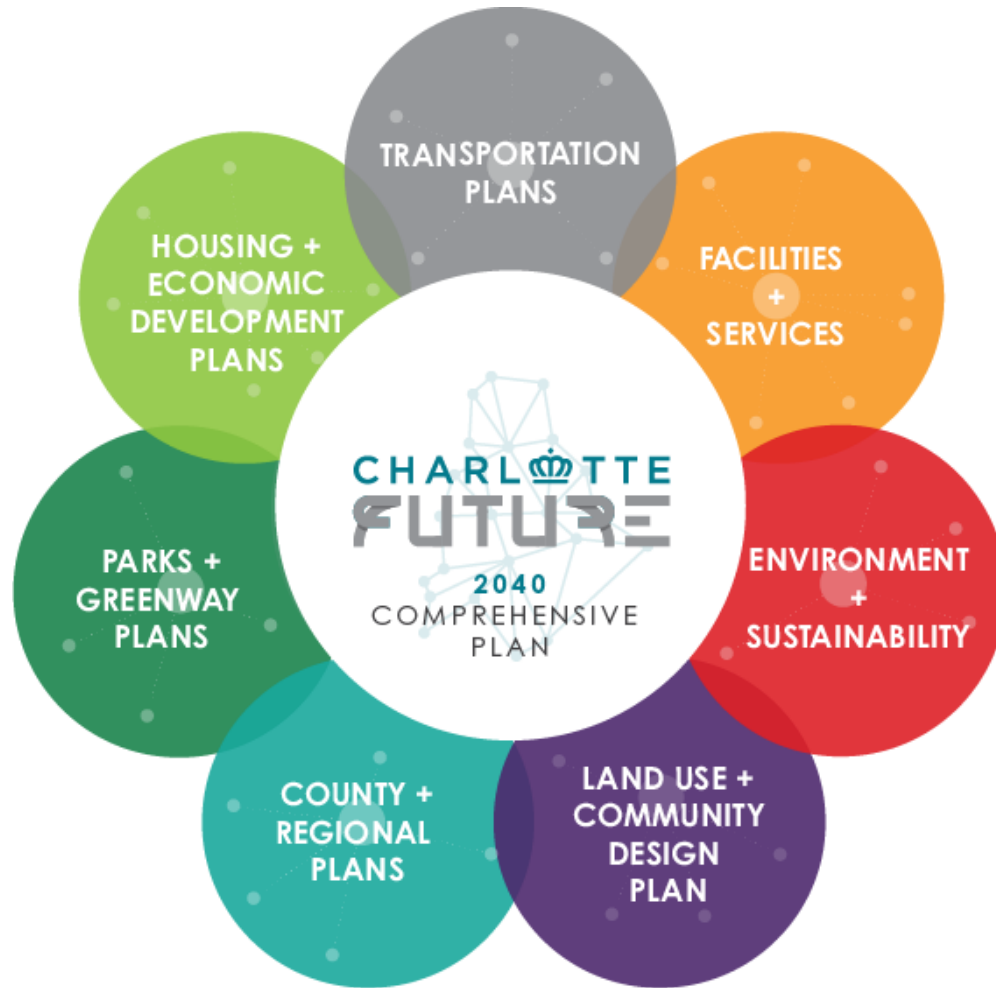
53.2% Homeownership

# Complete Neighborhoods

- A complete neighborhood provides residents safe and convenient access to a variety of housing, jobs, goods, services, and other essentials.



# 2040 Comprehensive Plan Overview



- **Guides our growth** over the next 20 years.
- **A shared vision** of our growth, development and capital investments
- **Transformative strategies** to accommodate growth

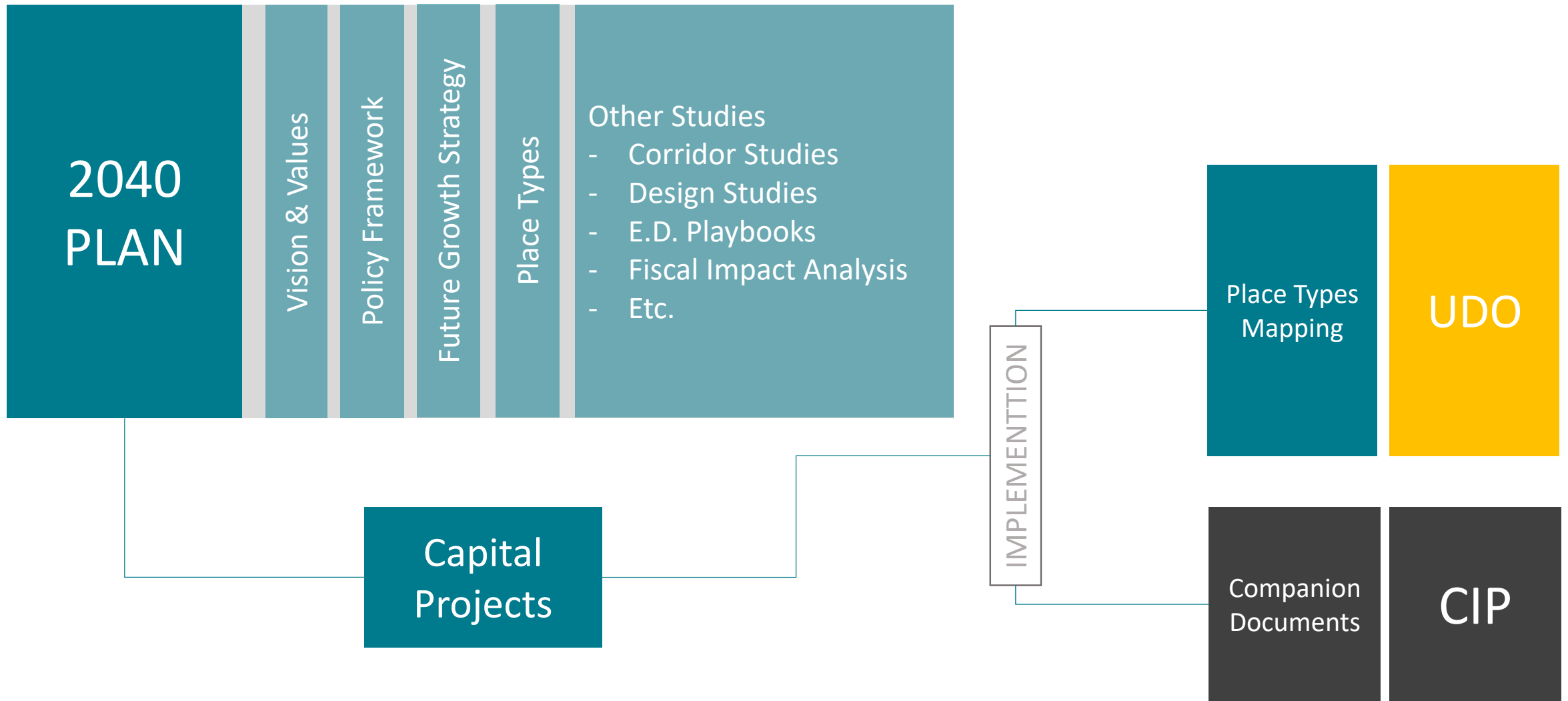
# Companion Documents

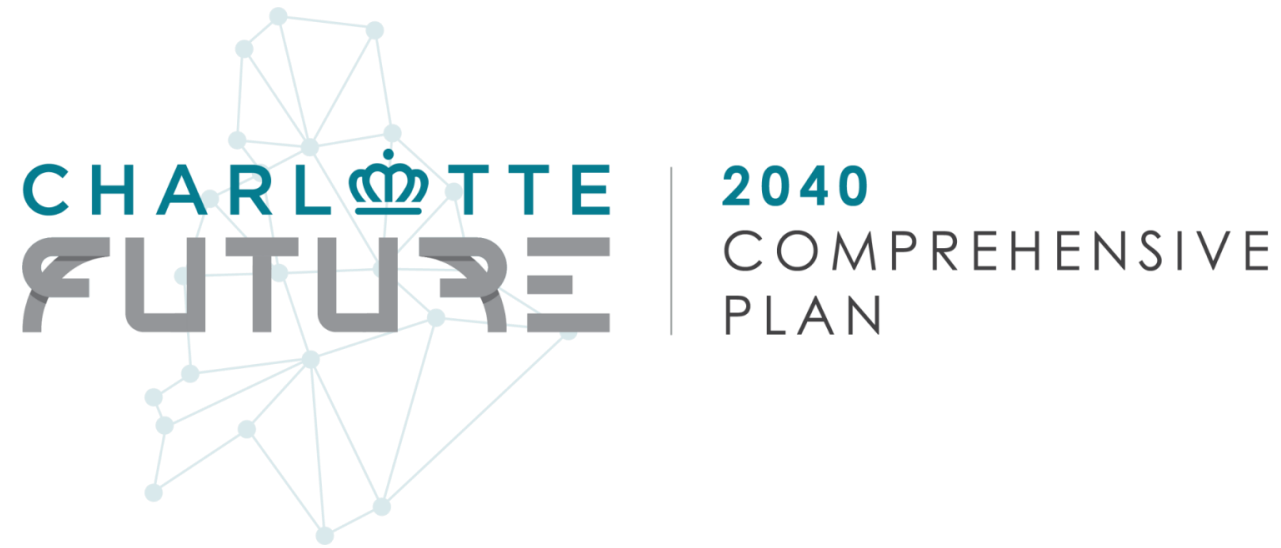
2030 Transit System Plan	Strategic Energy Action Plan	Water Supply Master Plan
StormWater	Charlotte Walks	Charlotte Bikes
Transportation Action Plan	Vision Zero Strategy	Housing Framework
ADA Transition Plan	I-77 Mobility Plan	Tree Study
Food Systems Study	Strategic Mobility Plan	Center City 2040 Vision
Meck Playbook	Regional Transit Plan	University City Vision (Final Draft)

## OUR GOALS:

- Share project teams
- Leverage community engagement
- Use similar terms
- Seek connections in policies
- Coordinate plan schedules

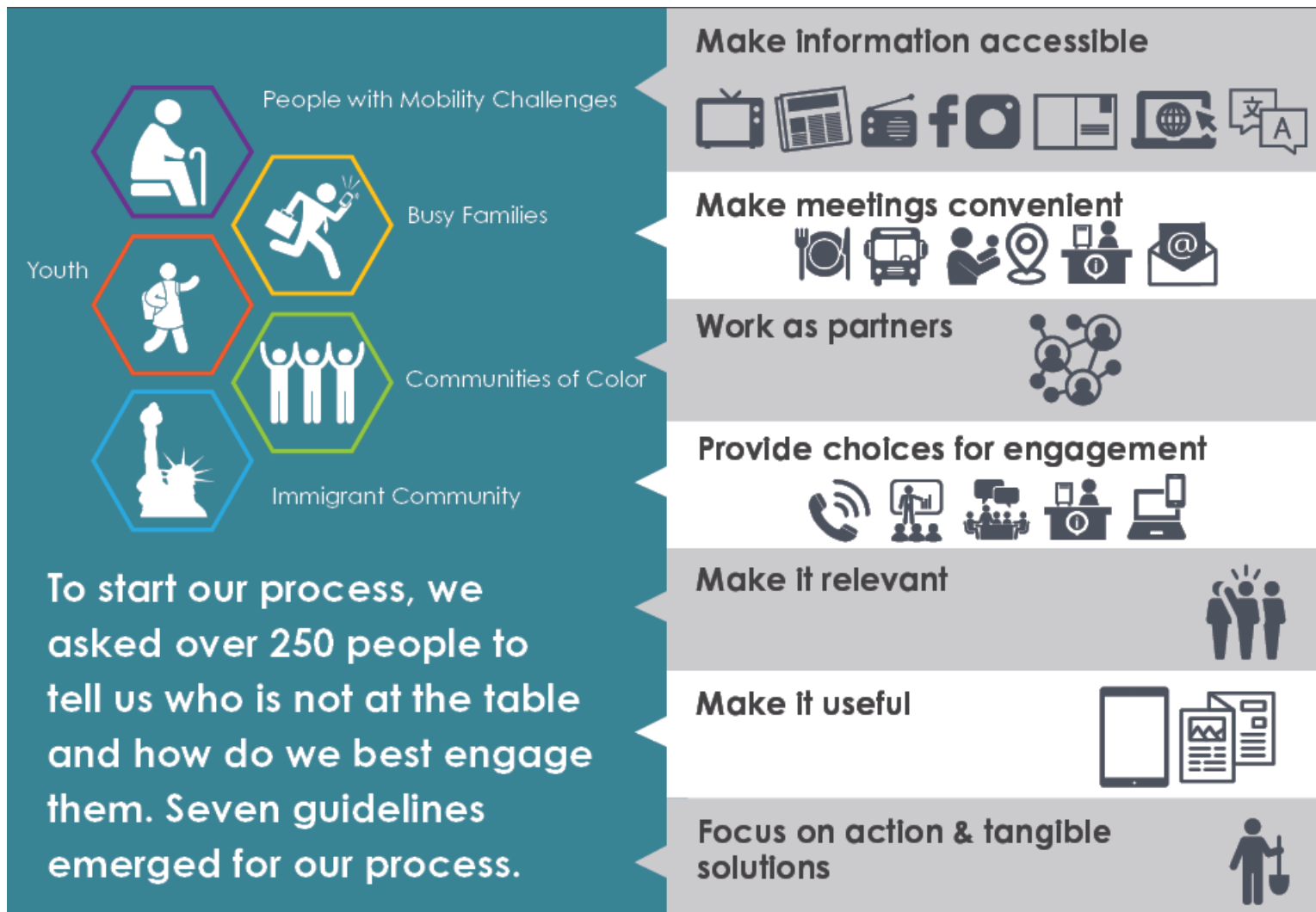
# How do all the pieces fit together?





# Outreach Effort

# Equitable Engagement Strategy



# Community Engagement to Date



*"[This process] needs to engage underrepresented groups and geographies; meet them where they are and engage them through social media so they do not have to come to a specific time and place."*

*-Erin Barbee, Planning Commissioner*

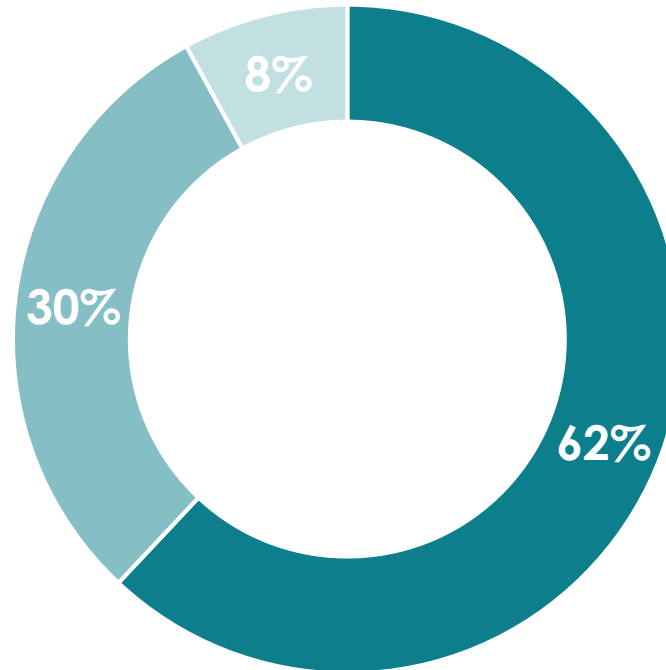
\* View of digital and social media promotions

# Phase 1 & 2 Engagement Summary

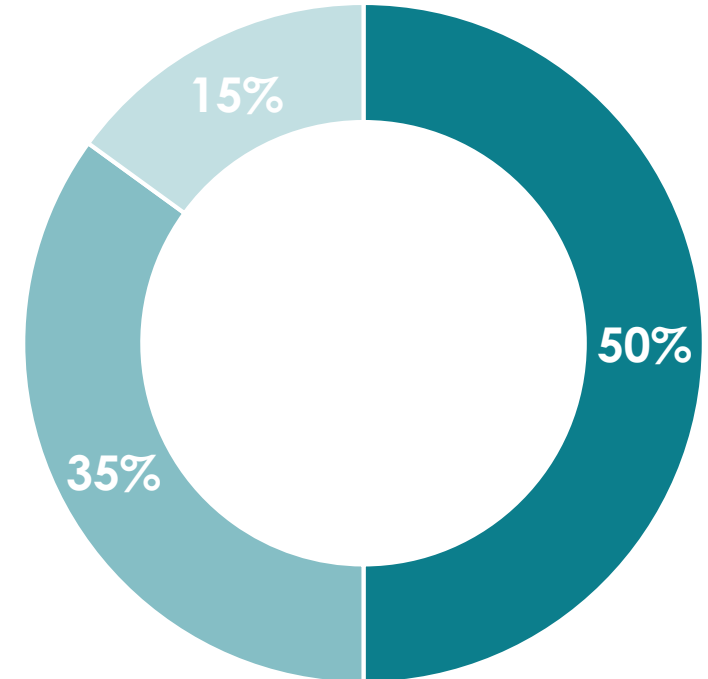


## Participant Demographics

■ White ■ African American ■ Other Minority Groups



## Charlotte Demographics

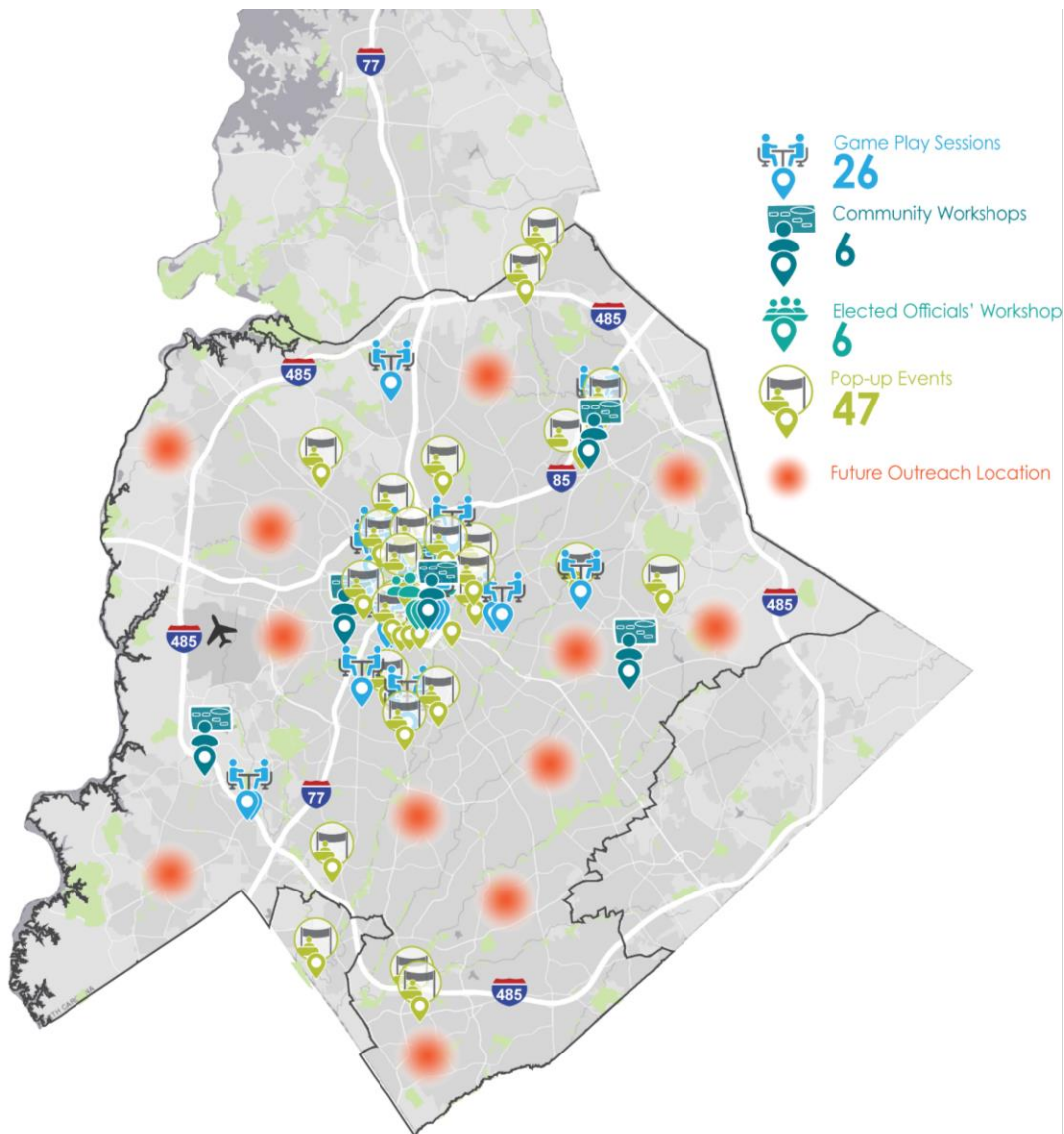


## Phase 1 & 2 Engagement Gaps



Key Demographic	City Percent	Participants
Hispanic / Latino	14%	6%
Senior Citizens	10%	10%
Youth (18 and under)	26%	3%

# Outreach Locations



## Responsibilities:

- Provide and consider input from other groups on:
  - Growth scenarios in Phase 2
  - Plan policies + Strategies during Phase 3
- Bring perspective from their personal expertise or 'community of interest'
- Be a sounding board for staff to test ideas and concepts
- Be an advocate for the plan

# 281 Volunteered



## Responsibilities:

- Share information to broaden outreach
- Invite networks to participate in events and surveys
- Engage groups that represent a diverse cross section of Charlotte's population
- Share observations that might help provide more effective input and outreach
- Volunteer to help at community events

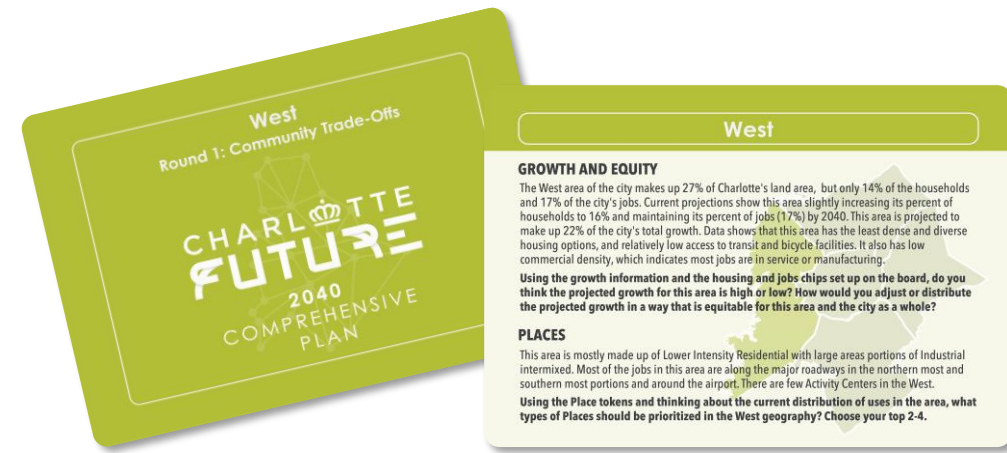
# 127 Volunteered





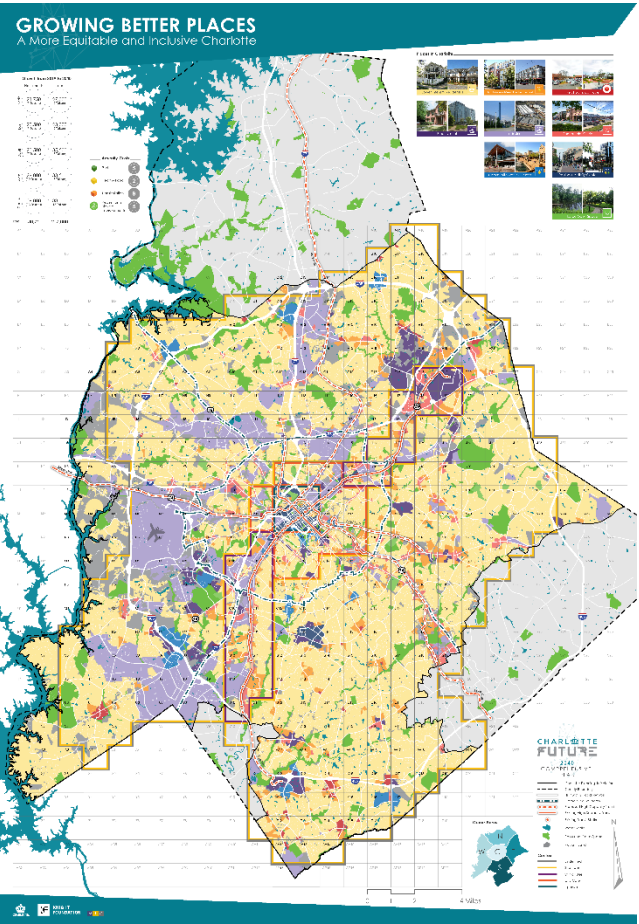
# Game Purpose:

- Explore impacts and priorities of growth
- Consider various strategies/solutions to address growth challenges
- Gather input from the community
- Collected **input informs** development of alternative growth scenarios
- Establish **community values about growth**

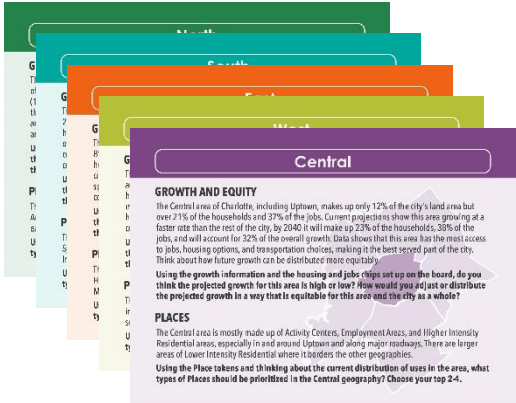


# Game Materials

## Game Board



## Community Prioritization Cards



## Household & Job Growth



## Tokens



## Place Pieces

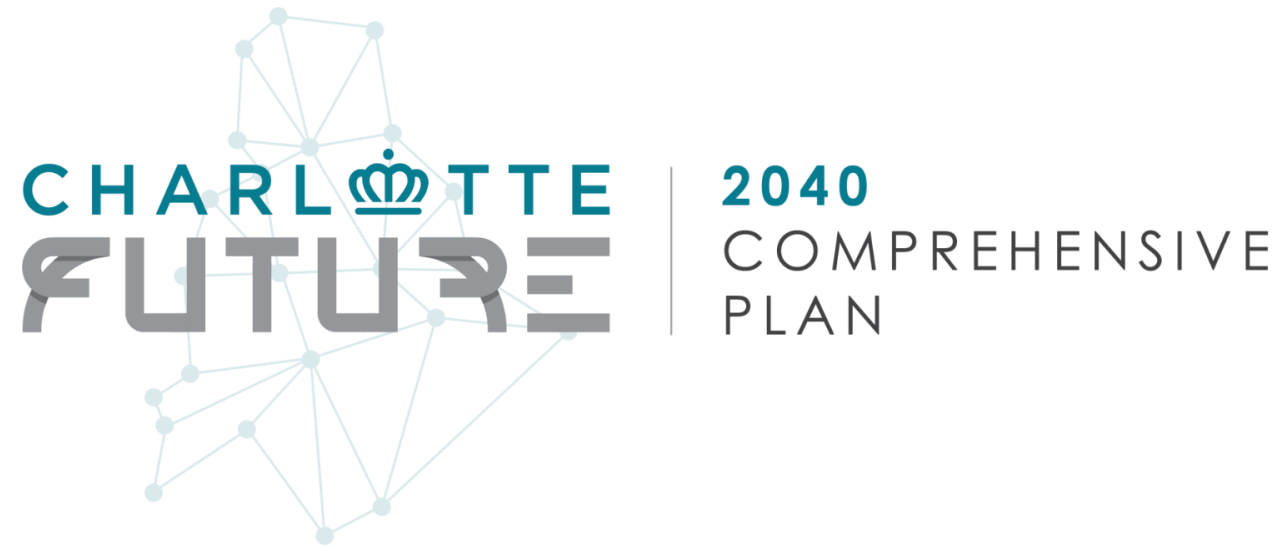


## Strategy Cards      Equitable Growth Cards



## Amenity Cost Pieces

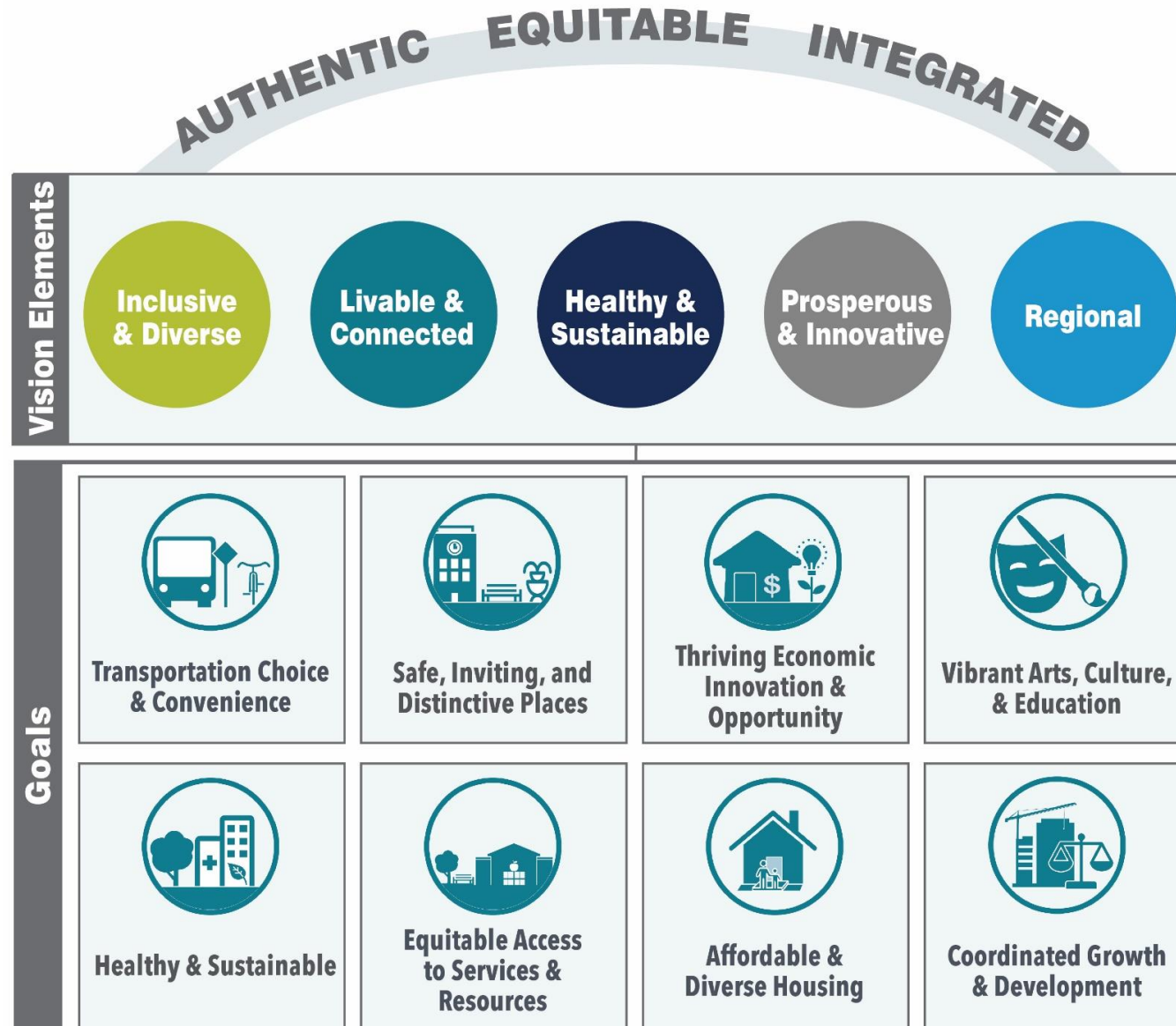




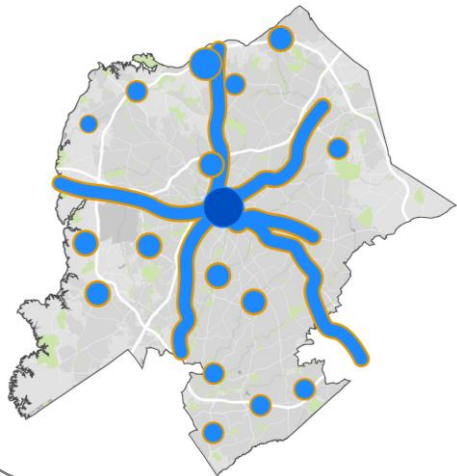
# Establishing the Framework

# PHASE 1

## Vision and Goals Framework

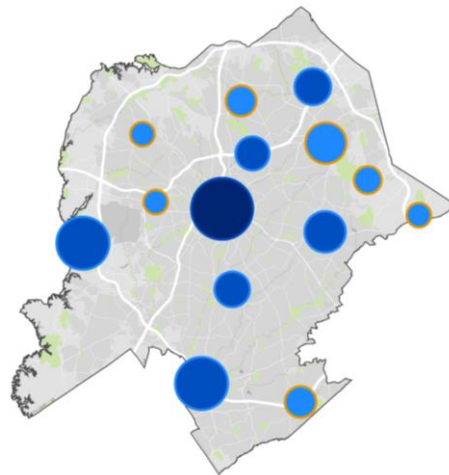


## Current Growth Framework



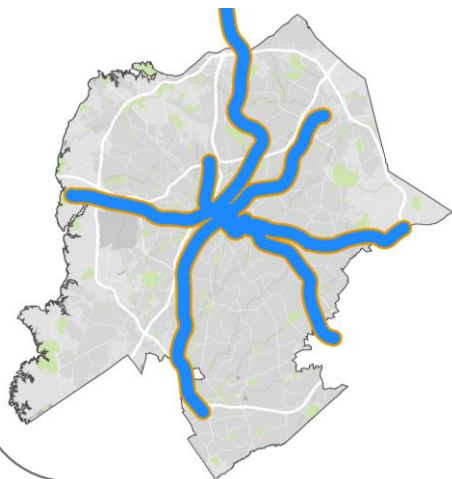
Continues current growth patterns with strong growth in Center City

## Strong Centers



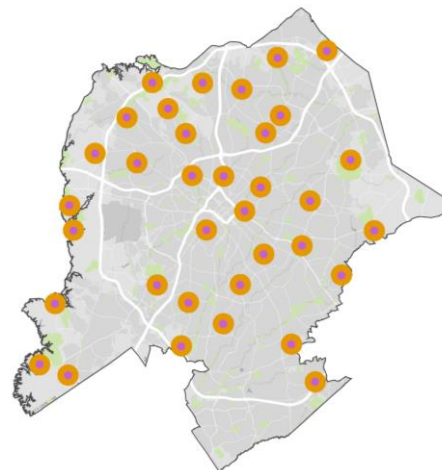
Most development is in Regional Activity Centers to provide jobs, goods, services, and community gathering spaces

## Connected Corridors



Development creates strong corridors with an emphasis on transit station areas, neighborhood connections, and trail systems.

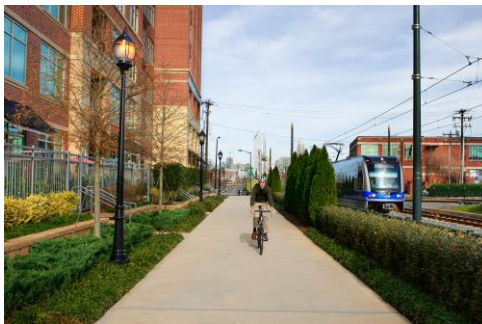
## Neighborhood Nodes



Numerous mixed use small scale centers offer goods and services close to neighborhoods.

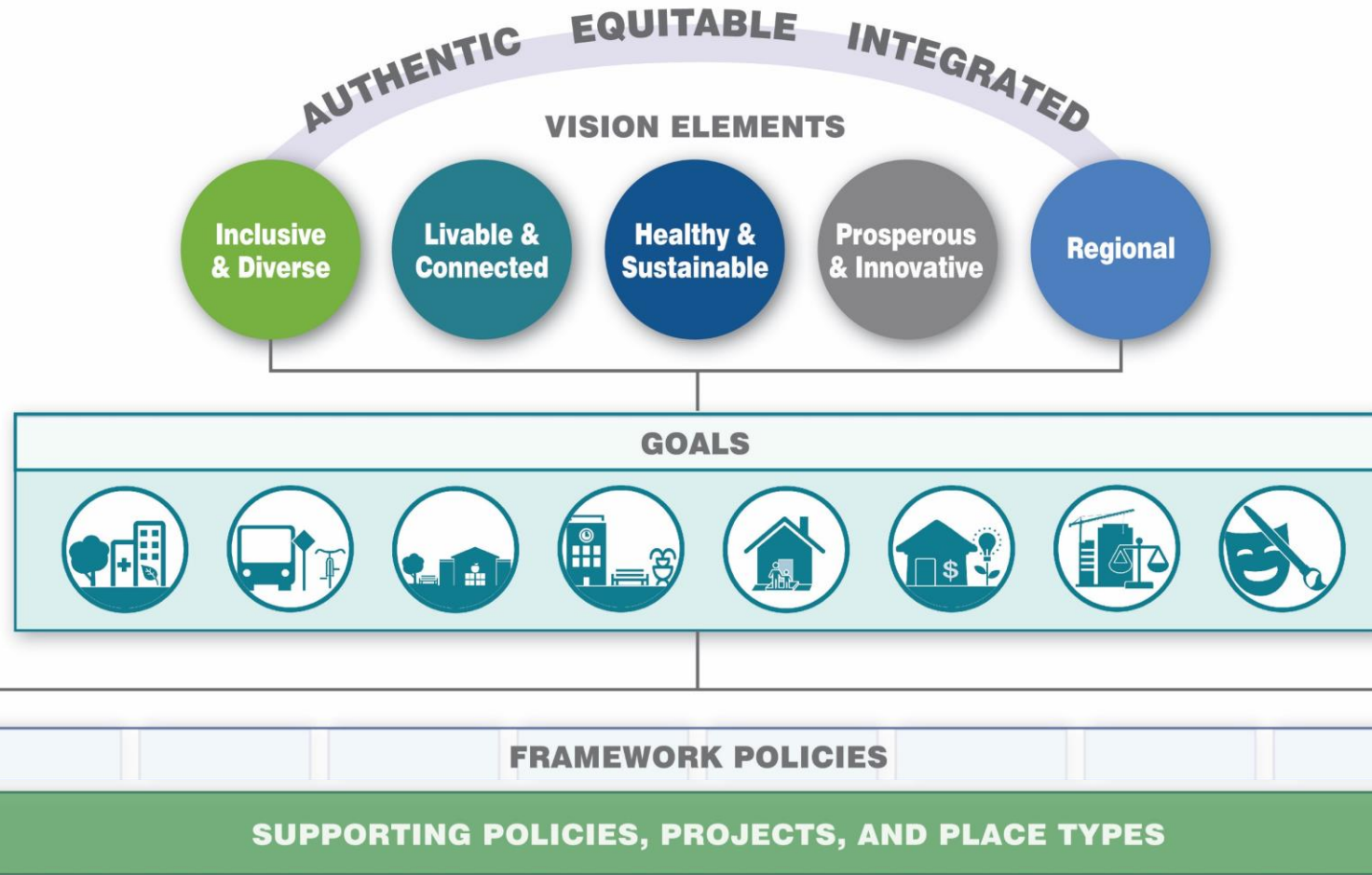
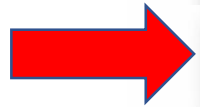
# Future Growth Strategy: Emerging Themes

## PHASE 2



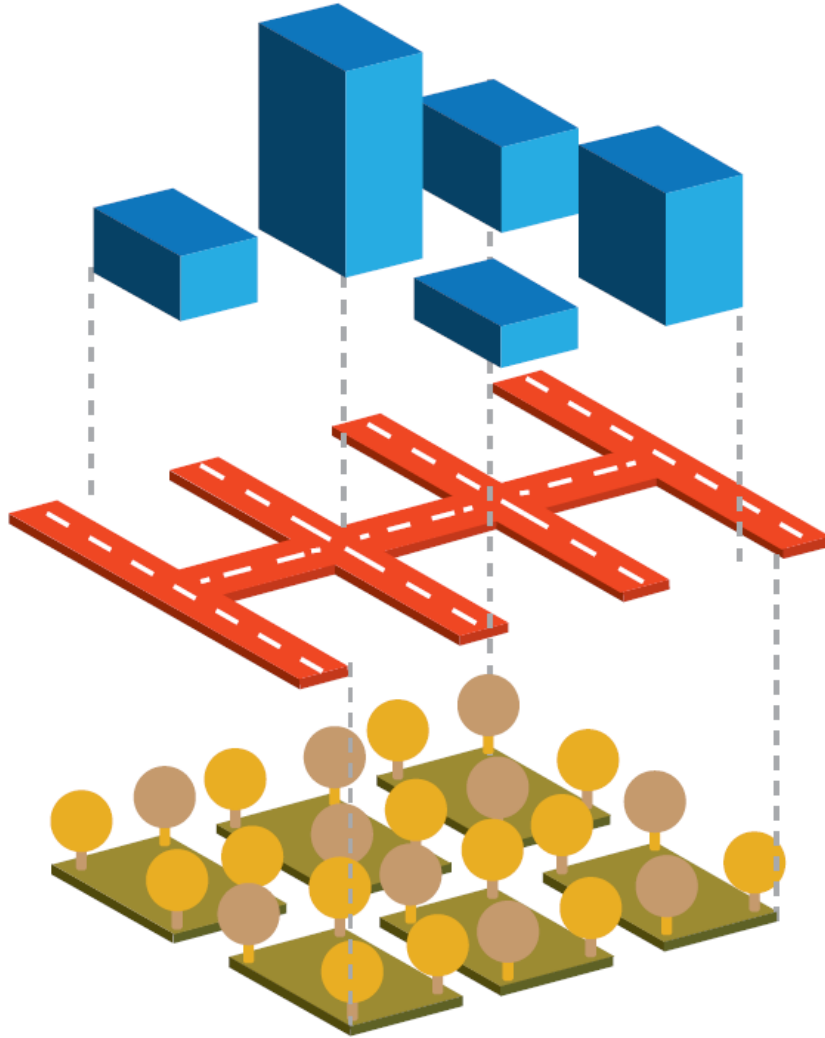
- Develop a hybrid of **Connected Corridors** and **Neighborhood Nodes**.
- Accommodate projected growth along our **transit/transportation corridors**.
- Allow **varieties of housing types** in neighborhoods around mixed-use activity centers.
- Create more **walkable and bikeable communities**.

PHASE 3



# Place Types

## PHASE 3



Enhance the character and quality of neighborhoods.



Connect people to the neighborhood places where they live, work and play.



Provide neighborhoods with parks and open spaces, natural features, recreation opportunities and social spaces.

# Places in the Equitable Growth Game



Public parks, nature preserves, playgrounds, athletic fields, recreation centers, etc.

Large Open Space



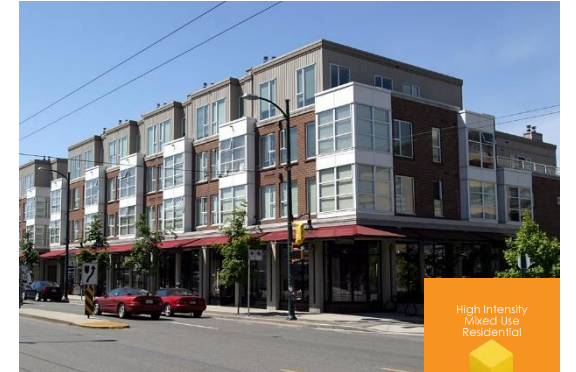
Lower Intensity Residential



Mostly low scale residential buildings such as single-family homes, townhomes, duplexes & triplexes



High Intensity Mixed Use Residential



Low to mid-rise multi-family buildings, sometimes with commercial as secondary uses

# Place Types

## PARKS AND PRESERVES

Parks include **play grounds, sports fields, pavilions, recreation facilities**, and other uses that allow people to gather and play. Preserves are intended to remain passive, including those that are to be protected and conserved for the foreseeable future. These include **wildlife refuges, and nature preserves with some passive amenities and activities**.



## REGIONAL ACTIVITY CENTER

The largest centers of activity outside of Uptown, with a **walkable and diverse mix of uses** that serve the region. Buildings are mid to high-rise, **tapering down towards the neighborhoods**. They provide a mix of residential, office, retail, civic and open space uses.



## COMMERCIAL

Mostly **auto-oriented** places that accommodate people traveling from one place to another, typically by car. Primarily **retail and office uses** with hotels and larger offices located at interstate interchanges.



## CAMPUS

Campuses provide places for **office, healthcare, education, religious or similar institutions/organizations** that require a significant amount of space for various activities. Campuses usually have a **specific use** and are **distinct from their surroundings**.



## GENERAL INDUSTRIAL

Higher intensity uses that are major **economic and employment drivers**, including manufacturing, waste processing, power generation, junk and scrap metal yards and other similar uses. Many uses require space for outdoor storage, parking and maneuvering for equipment, loading and warehousing, and should be **buffered from surrounding areas**.



## NEIGHBORHOOD 3

A **multi-family residential** area that includes housing choices such as **apartments and condominiums and neighborhood services**, like grocery stores, offices, and institutional uses.



## NEIGHBORHOOD 2

Attached, **moderate intensity housing** types, with more housing choice at a variety of prices. Main building types include **townhomes, house courts, and quadraplexes**. Includes schools, parks, and other civic uses.



## NEIGHBORHOOD 1

Predominantly **single family residential neighborhoods** with detached housing types. Other uses include **civic and institutional uses** and services like schools and parks.



## LIGHT INDUSTRIAL MIXED-USE

Lower intensity **industrial and employment uses**, including office, research, light manufacturing, warehousing, distribution and **can include residential and more creative uses** such as art studios and breweries.



## NEIGHBORHOOD CENTER

The smallest type of center, a **mixed use place** that offers higher intensity residential uses and **neighborhood services**, like a grocery store, offices and institutional uses that serve the immediate area.



## COMMUNITY ACTIVITY CENTER

Smaller **commercial and civic areas** that provide services for the surrounding area in low to mid-rise buildings. Today these place are single use **shopping centers**, but over time it is expected that these places will develop or experience infill and support a greater **mix of uses** due to their high level of accessibility from multiple neighborhoods.



## COMMUNITY ACTIVITY CENTER

Smaller **commercial and civic areas** that provide services for the surrounding area in low to mid-rise buildings. Today these place are single use **shopping centers**, but over time it is expected that these places will develop or experience infill and support a greater **mixture of uses** due to their high level of accessibility from multiple neighborhoods.



## COMMUNITY ACTIVITY CENTER

**GOALS:** Provide a concentration of primarily **commercial and residential** activity in a **well-connected, walkable place** located within a 10-15 minute drive of surrounding neighborhoods

**LAND USE:** Retail, restaurant/entertainment, and personal service; some multi-family and office also acceptable, particularly in station areas

**CHARACTER:** Mostly **mid-rise buildings**; connected by a **comfortable walking environment**; while some buildings are single use, many are **vertically integrated mixed-use**

**TRANSPORTATION:** Typically located at or near key intersections or on Arterials ; the **Local network is dense, with many pedestrian crossings**; easy access to neighborhoods helps reduce trip lengths and encourages transit, walking, or bicycling

## Activity 1 - Sorting and Sharing

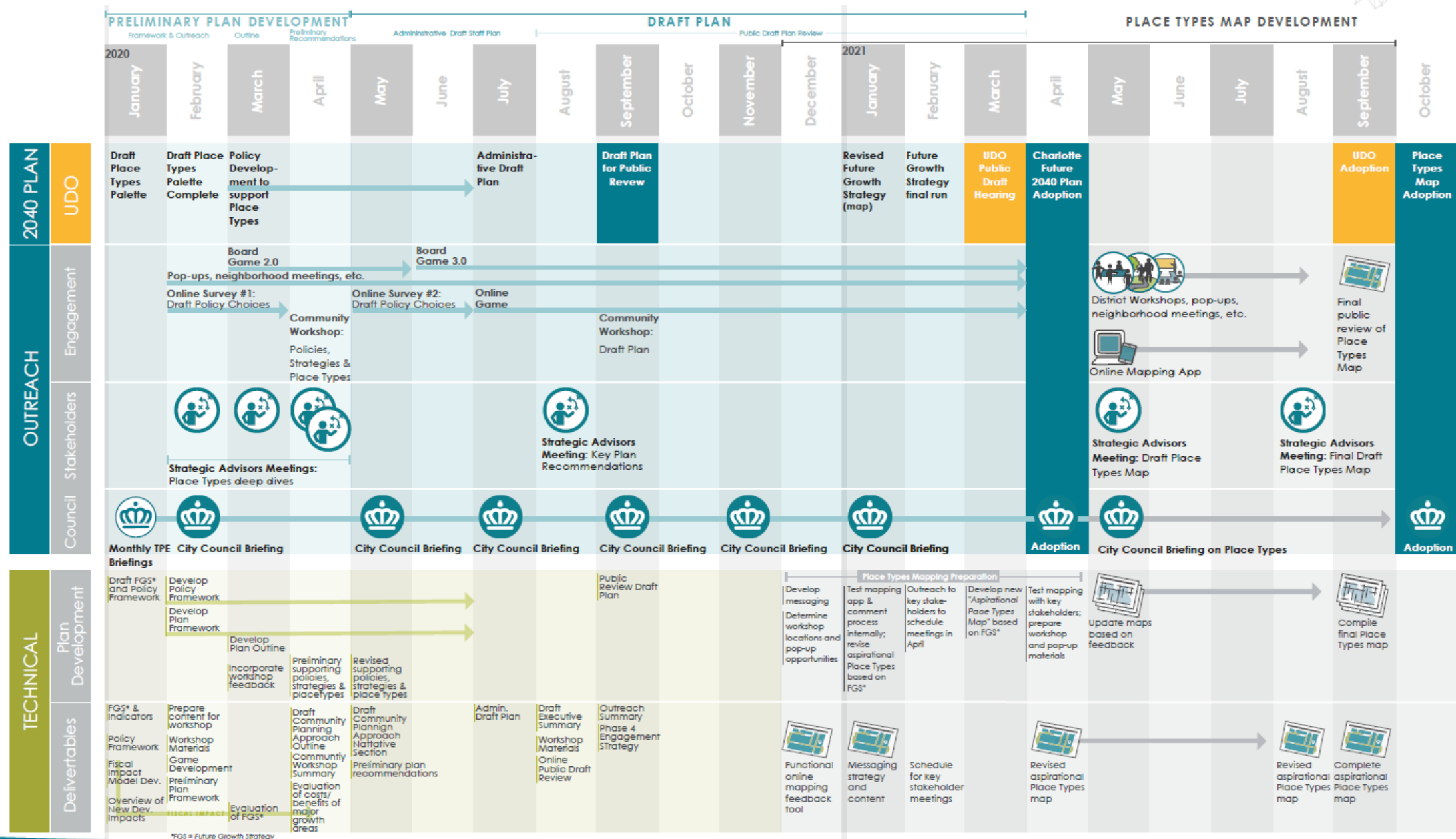
- Get familiar with the Place Types by looking over and organizing the Place Type cards

## Activity 2 – Connecting the Dots

- Link Place Types to the Framework Policies and Policy Objectives

30 Minutes each





## Last Phase (2019)

- ☒ **Existing Conditions**
- ☒ **Vision & Goals Framework**
- ☒ **Future Growth Strategy**
- ☒ **Draft Policy Framework**

## Next Phase (2020-21)

- ☐ **Draft Policies and Strategies**
- ☐ **Place Type Palette**
- ☐ **Robust Community Engagement**
  - ☐ Neighborhoods, Pop-ups & Events
  - ☐ Growing Better Places 2.0
  - ☐ Strategic Advisors & Ambassadors
- ☐ **Review/Adoption**
- ☐ **Implementation**
  - ☐ Place Type Mapping
  - ☐ UDO Implementation
  - ☐ CIP Implementation

## March 4

- Deep Dive into **Work** Place Types
- Growth Strategies and Supporting Policies

## April 2

- Deep Dive into **Live** Place Types
- Growth Strategies and Supporting Policies

## April 21

- Deep Dive into **Play** Place Types
- Growth Strategies and Supporting Policies



**2040**  
COMPREHENSIVE  
PLAN

**Thank You!**

More information and to sign up for updates: [www.charlottefuture.com/2040](http://www.charlottefuture.com/2040)

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